

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		10805873
	Filing Date		2004-03-22
	First Named Inventor	Christopher D. Payne	
	Art Unit	3688	
	Examiner Name	Darnell A. Pouncil	
	Attorney Docket Number	306410.02/MFCP.140571	

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9	6643639		2003-11-04	BIEBESHEIMER ET AL.	
10	6647383		2003-11-11	AUGUST ET AL.	
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6	20030046161		2003-03-06	KAMANGAR ET AL.	
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	2	WO99/41694	WO		1999-08-19	YAHOO, INC.		<input type="checkbox"/>
	3	WO01/62178 A2	WO		2001-11-01	BAY9, INC.		<input type="checkbox"/>

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4	WO02/27529 A2	WO		2002-04-04	ORACLE CORPORATION		<input type="checkbox"/>
5	WO02/063514 A2	WO		2002-08-15	INTERNATIONAL BUSINESS MACHINES CORPORATION		<input type="checkbox"/>
6	WO01/082178 A3	WO		2001-11-01	BAY9, INC.		<input type="checkbox"/>
7	WO02/27529 A3	WO		2002-04-04	ORACLE CORPORATION		<input type="checkbox"/>
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	1	B. TEDESCHI, "Measuring Online Ad Effectiveness," nytimes.com, November 3, 2003, <http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT & POSITION=> [Retrieved November 3, 2003]	<input type="checkbox"/>
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	3	L. WALKER, "Search Engine Listings Up For Bid," SiliconValley.com, March 6, 2002, <http://www.siliconvalley.com/mid/siliconvalley/business/technology/personal_technolog...> [Retrieved November 21, 2003]	<input type="checkbox"/>
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5	L. WALKER, "Web Giants Seek Fortune In Search Ads," washingtonpost.com, July 17, 2003, <http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=OFC5A6F721EA...>[Retrieved November 21, 2003]	<input type="checkbox"/>
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